

WORLD BREAST FEEDING WEEK, 1ST TO 7TH AUGUST 2019,

CELEBRATION AT TRIBHUVANDAS FOUNDATION, ANAND, GUJARAT

World Breastfeeding Week is celebrated every year from 1st to 7th August to encourage practice of breastfeeding and improve the health of babies around the world. It commemorates the Innocenti Declaration signed in August 1990 by government policymakers, WHO, UNICEF and other organizations to protect, promote and support breastfeeding.

This year, WHO is working with UNICEF and partners to promote the importance of family-friendly policies to enable breastfeeding and help parents nurture and bond with their children in early life, when it matters most. This includes enacting paid maternity leave for 26 weeks, and paid paternity leave to encourage shared responsibility of caring for their children. Mothers also need access to a parent friendly workplace to protect and support their ability to continue breastfeeding upon return to work by having access to breastfeeding breaks; a safe, private, and hygienic space for expressing and storing breast milk; and affordable childcare.

Breastfeeding promotes better health for mothers and children alike. Increasing breastfeeding to near-universal levels could save more than 800000 lives every year, the majority being children under 6 months. Breastfeeding decreases the risk of mothers developing breast cancer, ovarian cancer, type 2 diabetes, and heart disease. It is estimated that increased breastfeeding could avert 20 000 maternal deaths each year due to breast cancer.

WHO recommends exclusive breastfeeding starting within one hour after birth (as soon as possible) until a baby is 6 months old. Nutritious complementary foods should then be added while continuing to breastfeed for up to 2 years or beyond.

World Breast Feeding Week August 1st to 7th, 2019

PAID MATERNITY LEAVE IS IMPORTANT FOR MOTHERS

- Supports mothers' choice to breastfeed
- Breastfeeding reduces risk of breast and ovarian cancer
- Improves health, recovery and mental well-being of mothers

World Health Organization
unicef

PAID MATERNITY LEAVE MAKES CHILDREN HEALTHIER

- Helps to establish and maintain exclusive breastfeeding
- Lets parents nurture and provide quality care to children
- Supports the baby's early development

World Health Organization
unicef



Each year Tribhuvandas Foundation, Anand also celebrates the Breast Feeding Week in its working areas of Anand, Kheda and Mahisagar Districts via intensive promotion of Breast feeding.

This year also TF organized an intensive campaign during the breast feeding week to promote breast feeding in the above three districts. A special training of the entire field staff was carried out before the campaign during breast feeding week.

Following the training campaign activities were initiated in villages around Anand, Kapadvanj, Balasinor, Kheda, Balasinor and Thasra Centers of TF. TF staff visited various Government (PHCs and CHCs) and Private / Trust Hospitals. They carried out promotional activities among pregnant and recently delivered mothers. Video films were shown on tablets on how to do breast feeding, importance of early breastfeeding, advantages of colostrums etc. the field staff taught them how position and attach the newborn on mother's breast. They also talked about advantages of breast feeding to the child, mother, family and society. Films on breastfeeding were also shown to OPD attendee at Gynec and Pediatric OPDs at Anand, Kapadvanj and Balasinor centers.

Total 34 such sessions were carried out by the field staff in various hospitals and clinics where staffs of the hospitals and patients specially antenatal and postnatal mothers were educated about breastfeeding. Apart from these campaigns TF staff also incorporated the breastfeeding promotional messages in their routine filed work during this period and made general public and antenatal and post natal mothers aware about various aspects of breast feeding. They showed video films on breast feeding using tablets and counseled later on in detail about the advantages of breast milk and how to support breastfeeding in the family and in the society. More than 10,000 people were covered during this campaign in three districts.

With this campaign TF has reiterated its commitment to improve the health of Mothers and Children in Anand, Kheda and Mahisagar districts.

Breast Feeding Week Celebration at Various Centers

